

# Application Summary Sheet

Form A

ARIZONA COMMISSION ON THE ARTS

Applicant: **Flagstaff Cultural Partners**

Project Dir.: Cheryl Brock

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Application Number: **270-05**

Category: **FESTIVALS**

Project Title: Native American Festival of Art & Culture

Discipline: 14

Project Discipline: 14

Activity Type: 08

Legislative Dist: 002

Congressional Dist: 001

Address: P. O. Box 296 , Flagstaff, AZ 86002

County: Coconino

Authorizing Official: Cheryl Brock

Applied Last Year: **Yes**

## REQUEST

Total ACA Grant Requested: \$3,000

Grant Amount Recommended: \$2,700

Previous Years Funded: ☒ FY2004

☒ FY2003

☒ FY2002

Rank: H+

Other applications from this organization: 269-05 LOCALS DEVELOPMENT

Supplemental Materials: ☐ Slides ☐ CDs/Tapes ☐ Season Brochure ☒ Other:  
☐ Photos ☐ Video ☐ News Clippings

## Panel Comments:

Flagstaff Cultural Partners, 270-05, Native American Festival of Art & Culture

### STRENGTHS

J-Excellent committee

J-Artistic quality is high

J-Artists have been selected

J-Diversity of programming: film, pow wow, kids activities.

J-Good modern native rock component.

J-Partnering with Flagstaff Cultural Partners.

J-Demonstrated experience

J-Highly qualified project staff.

J-Appear to have strong fiscal management skills

### WEAKNESSES

J-Less than 5 years old.

**Flagstaff Cultural Partners**  
Cheryl Brock, 928-779-2300  
**Native American Festival of Art & Culture, Flagstaff, Arizona**  
Program Dates: July 2, 2004 through August 14, 2004

The Native American Festival of Art & Culture is a six-week cultural program at the Coconino Center for the Arts that encompasses the traditional and contemporary artistic expression of Native Americans from throughout the Southwest and will include: a juried art exhibition; a marketplace; traditional dances; film showings; a presentation of poetry; a children's pow wow; and, a musical concert.

**1. Artistic quality and creativity of the Native American Festival of Art & Culture.**

The mission of Flagstaff Cultural Partners (FCP) is to enhance the quality of life of residents and visitors in Coconino County through enriching experiences in the arts, sciences, and culture; and, to support, promote and expand resources and opportunities for these experiences in the community.

The mission of the Native American Festival Committee is to showcase the full spectrum of traditional and contemporary Native culture, which includes; providing a platform for Native people to share their artistic talent, history, and cultural practices; and, to give voice to current Native issues through an active, enriching, and dynamic program. The vision of the Committee is to ensure the survival of Native culture through sharing of traditional crafts and contemporary arts with people of all ages and backgrounds.

The Native American Festival of Art & Culture represents collaboration by Flagstaff Cultural Partners, Native American artists, writers, community members, and additional organizations from northern Arizona to develop an inclusive cultural program designed to tell the full story of being a Native American in our region through creative expression. Funds from the Arizona Commission on the Arts will support Native American artists, musicians, dancers, writers, and poets as they share their Native history, culture, and voice and vision with our community. Festival Committee includes: Shonto Begay, Artist/writer (*Navajo*); Don Decker, Director of Apache Culture (*Yavapai Apache*); Rosanda Suetopka, Public Relations Director, Tuba City Unified School District (*Hopi*); and, Klee Benally, Chairman, Indigenous Action Media (*Navajo*). Flagstaff Cultural Partners Staff: Program Coordinator/Festival Manager: Beverly Smith (*Navaho*)

Preliminary list of artists, writers and musicians invited to present at the various events and activities at the Native American Festival: Middle Verde Mountain Spirit Dancers (*Yavapai Apache*); Pollen Trail Dancers (*Navajo Youth*); Harrison Begay (*Navajo*); Jones Benally Family (*Navajo*); Robert Tree Cody (*Maricopa/Dakota*); R.Carlos Nakai (*Navajo/Ute*); Blackfire (*Navajo*); Michelle Svenson (*6 nations*); Malcolm Benally (*Navajo*); Velcrow Ripper (*Canada*). Additional artists will be presented, and artist presentations will be finalized by April 2004. The call for entries has been issued to all Native American artists for the juried art exhibition and marketplace.

Activities include: Art Exhibition Opening Reception, July 2; Exhibition, July 2 through August 14; Market Place, July 3 and 4; Tradition Dances, July 3 and 4; Youth Drama, July 10; Film Showings, July 16 and 17 (to be held in part at the Museum of Northern Arizona); Poetry Reading, July 24; Concert, August 13; Youth Pow Wow, August 14; Children's hands-on art activities, throughout Festival.

Festival Planning Timeline: October 2003-July 2004.

Program Planning: October 2003, with artists and presenters finalized by April 2004.

## *Flagstaff Cultural Partners - Native American Festival of Art & Culture*

### **2. Ability of the Native American Festival of Art & Culture to serve the needs of the community, including potential public exposure and public benefit, and the efforts to reach artists and audiences from culturally diverse groups.**

Flagstaff serves as a border town to the Navaho, Hopi, Havasupai and other tribes throughout northern Arizona. Located in a place of natural beauty, and with a population of approximately 60,000, Flagstaff serves as the hub for Coconino County. The County takes in a geographic area of 18,619 square miles, and has a population base of 113,642. Native American reservations make up a large part of the County, and an estimated 29% of the County population is American Indian. The rest of the County population figures include 63% White, 1% Black, 11% Hispanic, and 1% Asian. Surrounding areas outside the County are predominantly Native American reservations.

As a fast growing community to both Native Americans and others from throughout the country, there are misconceptions and misinformation regarding the Native American culture. There is also a great need for Native Americans to share traditions and culture among themselves in social settings. The Festival Committee, through feedback from a wide Native American community, has designed the Festival to serve both as an outreach to the broader community, and as a way to connect and share their culture with other Native Americans. The goals of the Committee are:

- to serve as a gathering place for Native Americans from throughout the Southwest to share their cultural practices, artistic talents, and concerns on current issues;
- to provide a venue for Native people to educate and inform others of the rich heritage that has shaped the lives of Native Americans in our society today;
- to present an environment for Native Americans to benefit economically through marketing their arts and crafts; and,
- to build partnerships within the greater community to help facilitate recognition of the value of Native culture within this generation and future generations in a region that is one of the last strongholds of Native culture in the United States.

The goals of the Committee will be evaluated through feedback from participating artists, audience member surveys, focus groups, and the community-at-large. In addition, the group will continue to work with other cultural, social, and business organizations to ensure the continuing development of the Native American Festival in the future.

The Native American Festival will be marketing through strong public relations, promotions and advertising. Local, regional and state-wide audiences, as well as visitors in the community, will be targeted. Northern Arizona and Southwest reservations will also be included in the marketing efforts. Marketing plan will include:

- Printed posters and flyers (Native American artist Joe Maktima will be providing artwork)
- News releases to all regional, state-wide, and Southwestern media
- Contacts with Daily Sun, Flaglive!, Nava-Hopi Observer, KNAU, KAFF, and other regional TV and radio stations to solicit stories before and during the Festival
- Targeted ads in regional media
- Flagstaff Convention and Visitors Bureau Marketing and Publicity Network
- Extensive marketing to various local and art patron email lists
- Special invitation mailed to local arts patrons
- Listed on community calendars, regional tourism websites, and the FCP website

## *Flagstaff Cultural Partners - Native American Festival of Art & Culture*

### **3. Managerial/administrative ability of Flagstaff Cultural Partners to carry out arts program and properly administer funds granted.**

Cheryl Brock (resume attached), Executive Director of Flagstaff Cultural Partners, will oversee the successful completion of the Native American Festival. She will be assisted by Beverly Smith (*Navaho*), a full-time FCP employee and AmeriCorps Member. Beverly grew up on the Navaho Nation and has a Bachelor of Arts degree in American Indian Studies from Haskell Indian Nations University. She served as an intern at the Museum of Northern Arizona for their marketplace programs and has extensive experience with youth programs through work with Native Americans for Community Action. Beverly will work with the Native American Festival Committee to build the programs, develop a network of volunteers, assist in the marketing and public relations, and oversee the activities throughout the six-week program.

### **4. History of Flagstaff Cultural Partners in presenting, producing or serving the arts.**

FCP formed just over four years ago, in 1999, as a Local Art and Science Agency. For the first year and a half the founding volunteer committee developed the organizational mission and vision, strategic plan and by-laws, as well as created a Board structure. In June 2000, FCP's first executive director was hired.

The programs implemented in the organization's first full three years in operation include the renovations and reopening of the Coconino Center for the Arts, which includes a 4,000 sq. ft. gallery and a 200-seat theater. Annual attendance has reached 35,000 with a variety of FCP sponsored programs, as well as programs and activities presented by other community-based cultural organizations. FCP has already developed three annual art exhibitions including *Youth Celebrate Art & Culture!*, *It's Elemental Fine Craft Exhibition*, and *Through Our Own Eyes; A Kid's View Of Our Community*. FCP has worked with the Catholic Parish on *A Year with St. Francis* exhibitions, the Flagstaff Dark Skies Coalition with the *NightVisions* exhibition, the City of Flagstaff on the *Recycled Art* exhibit, and the Dry Creek Arts Fellowship with the *Trapping of the American West*, as well as many other exhibits.

FCP serves as the regranting agency for the City of Flagstaff's art and science regranting program. This fund of \$275,000 annually is redistributed through FCP's Art & Science Fund Committee to over 35 nonprofit art, science and cultural organizations in the Flagstaff area.

FCP has partnered with several other organizations, including the Flagstaff Community Foundation and Northern Arizona University, to develop the Nonprofit Resource Center of Northern Arizona. Our services begin in May 2003 with a part-time staff member and workstation at the East Flagstaff Library, a resource library, resource website, roundtable discussions, and workshops.

FCP is currently developing a Northern Arizona Arts Conference for fall of 2004. In partnership with the Arizona Commission on the Arts, we are planning a daylong conference that will include speakers, workshops, and networking opportunities for cultural organizations in the northern part of Arizona.

In partnership with the Flagstaff Unified School District, FCP wrote and received three grants from the Arizona Community Foundation's special initiative *Arts in the Community, Arts in the Schools*. With these funds FCP conducted a needs and resource assessment, developed a local artists roster, developed an artist-in-residence program for youth in the alternative schools, increasing the artist-in-residence program in the elementary schools, and presented a series of workshops for teachers.

## Project Budget

Outline below the budget for the specific project described in this application. Itemize expenses in each category. Refer to the Glossary for explanation of terms. Please round numbers to the nearest dollar. *This form automatically calculates totals; the "0"s will change to totals once you've entered your figures. Tab through entire form to get accurate totals.*

### EXPENSES

Expenses (cash only)

1. Salaried Personnel/Staff
  - a) Administrative # of staff 3 \$ 18,650
  - b) Artistic # of staff \$ \_\_\_\_\_
  - c) Technical/Prod # of staff \$ \_\_\_\_\_
2. Contracted Services
  - a) Artists \$ 9,300
  - 3 traditional dance groups \_\_\_\_\_
  - Artists (youth programs) \_\_\_\_\_
  - Musicians \_\_\_\_\_
  - Poets \_\_\_\_\_
- b) Consultants/Other Experts \$ 1,575
- Exhibition Installation \_\_\_\_\_
- Technical Support \_\_\_\_\_
3. Production Expenses \$ 2,250
- Technical/Installation Materials \_\_\_\_\_
4. Space Rental \$ 0
- (In-kind) \_\_\_\_\_
5. Travel \$ 1,250
- \_\_\_\_\_
6. Marketing/Promotion \$ 2,000
- Advertising/Printing \_\_\_\_\_
7. Remaining Operating Expenses \$ 1,500
- Workshop/Program Materials \_\_\_\_\_
- \_\_\_\_\_
8. Total Cash Expenses \$ 36,525
- (Total Items 1 thru 7)

### Cash Income

(Revenue + Support)

Revenue (earned income - cash only)

9. Admissions \$ 1,500
- Concert, film showings \_\_\_\_\_
10. Contracted Services \$ 800
- Commission \_\_\_\_\_
11. Other Revenue \$ 2,375
- Entry Fees-exhibition/market \_\_\_\_\_
- Support (contributed income)
12. Corporate Contributions \$ 2,000
13. Foundation Grants \$ 7,700
- Maren Foundation \_\_\_\_\_
- Seventh Generation Foundation \_\_\_\_\_
14. Other Private Contributions \$ 500

### Government Support

- a) Federal \$ \_\_\_\_\_
- b) Regional \$ \_\_\_\_\_
- c) State (do not include this request) \$ \_\_\_\_\_
- d) County \$ 10,000
- e) City \$ 8,650
- Total Government Support \$ 18,650
16. Applicant Cash \$ 0
17. Cash Income Without Grant \$ 33,525
- (Total items 9 thru 16)
18. Grant Amount Request \$ 3000
19. Total Cash Income \$ 36,525
- (Total Items 17 and 18)

NOTE: CASH EXPENSES MUST EQUAL CASH INCOME

**Flagstaff Cultural Partners – Budget Notes**  
**Project/Native American Festival of Art & Culture**

The following notes will help explain some portions on the Project Budget.

|                     |  |
|---------------------|--|
| 1.                  | The figure for staff represents percentages of the salary for the Executive Director, Program Coordinator, and Development Director, based on the estimated amount of time they will spend on this project.  |
| 2.                  | While the final artists will be selected in April, this figure covers three dance groups, five or six artists working with youth in drama workshops and at the children's pow wow, two musical groups to perform in concert, and an honorarium for six to eight poets to present their work. |
| 14.d<br>and<br>14.e | These funds are part of our overall operating budget and cover the salaried staff for this project.  |

Note: In-kind advertising and printing services have been requested from a local corporation, which will increase to ability to market the program.